

ORDER



Orders
Order / Rev: 711786 - 1
Alt Order #: 06305604
Product Desc: SODERBERG FOR SENATE/ 3PACK
Estimate: 585
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/18/12 / 10/18/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Abar Hutton Media/ POL
Buying Contact:
Billing Contact:
 6190 Grovedale Court Suite 200
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Florida Democratic Party
Demographic: A25-54
Product Codes: PL-State/Local,PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	48	\$3,813.00	\$3,241.05

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	48	\$3,813.00	\$3,241.05	0.00
Totals	48	\$3,813.00	\$3,241.05	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	7%	\$3,813.00
Market	100%	\$54,471.43

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	7%	\$3,813.00
WCWJ	2%	\$1,089.43
WJXT	33%	\$17,975.57
WTEV	19%	\$10,349.57
WTLV	32%	\$17,430.86

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	10/30/12	11/05/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	MTWTF--	:30	5	\$50.00	P-5	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--			5			\$50.00		0.00			
2	WJXX	11/06/12	11/06/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	-T-----	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----			1			\$50.00		0.00			
3	WJXX	10/30/12	11/05/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	22222--	:30	10	\$30.00	P-5	0.00	NM	10	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	22222--			10			\$30.00		0.00			

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3	WJXX	10/30/12	11/05/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	22222--	:30	10	\$30.00	P-5	0.00	NM	10	\$300.00
				2X MAX/DAY											
4	WJXX	11/06/12	11/06/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	-T-----	:30	2	\$30.00	P-5	0.00	NM	2	\$60.00
				2X MAX/DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	-T-----		2			\$30.00		0.00				
5	WJXX	10/30/12	10/31/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	-TW----	:30	2	\$40.00	P-5	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-TW----		2			\$40.00		0.00				
6	WJXX	11/06/12	11/06/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	-T-----	:30	1	\$40.00	P-5	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	-T-----		1			\$40.00		0.00				
7	WJXX	10/30/12	11/05/12	The View M-F 11a-12p View	CM	M-F 11a-12p	MTWTF--	:30	5	\$125.00	P-5	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/30/12	11/05/12	MTWTF--		5			\$125.00		0.00				
8	WJXX	10/30/12	11/05/12	General Hospital General Hospital	CM		MT-T---	:30	3	\$66.00	P-5	0.00	NM	3	\$198.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/30/12	11/05/12	MT-T---		3			\$66.00		0.00				
9	WJXX	10/31/12	11/02/12	3-4p Wendy Williams	CM	3-4p	--W-F--	:30	2	\$70.00	P-5	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	--W-F--		2			\$70.00		0.00				
E 10	WJXX	11/05/12	11/05/12	4-5p Anderson	CM	M-F 4-5p	M-----	:30	1	\$60.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/30/12	11/05/12	M-----		1			\$60.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WJXX	10/30/12-11/05/12	4-5p		M-F 4-5p	M-----	:30		(\$60.00)		0.00	NM		
				Credited											
11	WJXX	10/30/12	11/05/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	MT-T---	:30	3	\$50.00	P-5	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/30/12	11/05/12	MT-T---		3			\$50.00		0.00				
12	WJXX	10/31/12	11/02/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	--W-F--	:30	2	\$70.00	P-5	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	--W-F--		2			\$70.00		0.00				
13	WJXX	10/30/12	11/05/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	MT--F--	:30	3	\$90.00	P-5	0.00	NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/30/12	11/05/12	MT--F--		3			\$90.00		0.00				
E 14	WJXX	11/05/12	11/05/12	Mon Prime Other DWTS	CM	8-10p	M-----	:30	1	\$1,000.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$1,000.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WJXX	11/05/12-11/11/12	Mon Prime Other		8-10p	M-----	:30		(\$1,000.00)		0.00	NM		
				Credited											
15	WJXX	10/30/12	11/05/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	MT-TF--	:30	4	\$80.00	P-5	0.00	NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/30/12	11/05/12	MT-TF--		4			\$80.00		0.00				
16	WJXX	10/30/12	10/30/12		CM	8-9p	-T-----	:30	1	\$1,000.00	P-5	0.00	NM	0	\$0.00

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Tue Prime A															
DWTS RESULTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-T-----			1		\$1,000.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WJXX	10/29/12-11/04/12		Tue Prime A		8-9p	-T-----	:30		(\$1,000.00)	0.00	NM			
Credited [CR]															
E 17	WJXX	10/30/12	10/30/12	Tue Prime C PRIV PRAC	CM	10-11p	-T-----	:30	1	\$850.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-T-----			1		\$850.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WJXX	10/29/12-11/04/12		Tue Prime C		10-11p	-T-----	:30		(\$850.00)	0.00	NM			
Credited															
E 18	WJXX	10/31/12	10/31/12	Wed Prime A Middle/ Suburgatory	CM	Wed 8p-9p	--W----	:30	1	\$450.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	--W----			1		\$450.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WJXX	10/29/12-11/04/12		Wed Prime A		Wed 8p-9p	--W-----	:30		(\$450.00)	0.00	NM			
Credited [CR]															
19	WJXX	10/30/12	10/30/12	Tue Prime C NASHVILLE	CM	10-11p	-T-----	:30	1	\$550.00	P-5	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-T-----			1		\$550.00	0.00					
E 20	WJXX	11/01/12	11/01/12	Thu Prime B GREYS	CM	9-10p	---T---	:30	1	\$1,100.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	---T---			1		\$1,100.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WJXX	10/29/12-11/04/12		Thu Prime B		9-10p	---Th----	:30		(\$1,100.00)	0.00	NM			
Credited [CR]															
E 21	WJXX	11/02/12	11/02/12	Fri Prime C 20/20	CM	Fri 10p-11p	----F--	:30	1	\$500.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	----F--			1		\$500.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WJXX	10/29/12-11/04/12		Fri Prime C		Fri 10p-11p	----F----	:30		(\$500.00)	0.00	NM			
Credited															
22	WJXX	11/03/12	11/03/12	GMA Saturday GMA Saturday	CM	GMA Saturday	-----S-	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S-			1		\$50.00	0.00					
23	WJXX	11/03/12	11/03/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footba	CM	Sat FCN News We	-----S-	:30	1	\$60.00	P-5	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S-			1		\$60.00	0.00					
24	WJXX	11/04/12	11/04/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p	-----S	:30	1	\$80.00	P-5	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S			1		\$80.00	0.00					
N 25	WJXX	11/02/12	11/02/12	Fri Prime C 20/20	CM	Fri 10p-11p	----F--	:30	1	\$450.00	NON	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	----F--			1		\$450.00	0.00					
N 26	WJXX	11/01/12	11/01/12	CMA Awards	CM	8p-11p, 9-11p	---T---	:30	1	\$1,100.00	P-5	0.00	NM	0	\$0.00

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CMA Awards															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---		1			\$1,100.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WJXX	10/29/12-11/04/12		CMA Awards		8p-11p, 9-11p		---Th----	:30	(\$1,100.00)		0.00	NM		
Credited															
													Totals	48	\$3,813.00